Listing of the Claims

Below is a listing of the pending claims in this application.

1-20. (cancelled)

21. (previously presented) A method for providing an advertisement dynamically along with an electronic program guide having information of programs in response to movement of a highlighted element in the electronic program guide, the highlighted element being movable within the electronic program guide in response to a user key entry made via a user control device of a video apparatus, the method comprising steps of:

receiving a plurality of advertisements, each one of the received advertisements being associated with at least one program in the electronic program guide and including a respective descriptor for identifying a program;

storing the received advertisements;

monitoring the movement of the highlighted element in the electronic program guide;

determining a next program in the electronic program guide to be reached by the highlighted element based on the monitoring step; and

displaying one of the stored advertisements representing an advertisement for the determined next program before the determined next program has been reached by the highlighted element.

22. (previously presented) The method of claim 21, further comprising a step of identifying which of the advertisements are targeted advertisements for display during the movement of the highlighted element in the electronic program guide, wherein the displayed advertisement is one of the identified targeted advertisements.

23. (previously presented) The method of claim 21, wherein each of the respective descriptors comprises a channel descriptor for a respective one of the advertisements.

24. (previously presented) The method of claim 23, wherein the displaying step is performed in response to the channel descriptor associated with the displayed advertisement matching a channel associated with the determined next program.

25. (previously presented) The method of claim 23, wherein each of the respective descriptors further comprises a time descriptor.

26. (previously presented) The method of claim 25, wherein the displaying step is performed in response to the channel descriptor associated with the displayed advertisement matching a channel associated with the determined next program and the time descriptor associated with the displayed advertisement matching a current time.

27. (previously presented) A video apparatus for providing an advertisement dynamically along with an electronic program guide having information of programs in response to movement of a highlighted element in the electronic program guide, the highlighted element being movable within the electronic program guide in response to a user key entry made via a user control device of the video apparatus, the video apparatus being operative to enable performance of steps comprising:

receiving a plurality of advertisements, each one of the received advertisements being associated with at least one program in the electronic program guide and including a respective descriptor for identifying a program;

storing the received advertisements;

monitoring the movement of the highlighted element in the electronic program guide;

determining a next program in the electronic program guide to be reached by the highlighted element based on the monitoring step; and

displaying one of the stored advertisements representing an advertisement for the determined next program before the determined next program has been reached by the highlighted element.

28. (previously presented) The video apparatus of claim 27, wherein the video apparatus is further operative to enable performance of a step of identifying which of the advertisements are targeted advertisements for display during the movement of the highlighted element in the electronic program guide, wherein the displayed advertisement is one of the identified targeted advertisements.

29. (previously presented) The video apparatus of claim 27, wherein each of the respective descriptors comprises a channel descriptor for a respective one of the advertisements.

30. (previously presented) The video apparatus of claim 29, wherein the displaying step is performed in response to the channel descriptor associated with the displayed advertisement matching a channel associated with the determined next program.

31. (previously presented) The video apparatus of claim 29, wherein each of the respective descriptors further comprises a time descriptor.

32. (previously presented) The video apparatus of claim 31, wherein the displaying step is performed in response to the channel descriptor associated with the displayed advertisement matching a channel associated with the determined next program and the time descriptor associated with the displayed advertisement matching a current time.

33. (previously presented) The method of claim 21, further comprising a step of enabling a user to view the determined next program in response to a user input responding to the displayed advertisement for the determined next program.

34. (previously presented) The video apparatus of claim 27, wherein the video apparatus enables a user to view the determined next program in response to a user input responding to the displayed advertisement for the determined next program.